



# THE EAST CUT

## APPLY FOR THE POSITION:

To apply for this position, send a resume and brief but thoughtful cover letter to Mike Rieger, Deputy Director, at [mike@theeastcut.org](mailto:mike@theeastcut.org), with your full name and "Communications" in the subject line before the job posting closes. The East Cut CBD will only reach out to applicants that are selected to continue in the interview process. The position will be open until filled.

## POSITION DESCRIPTION

As the Strategic Communications and Marketing Manager, you are the critical community voice within a fast-paced civic nonprofit, enhancing the quality of life in one of San Francisco's fastest-growing neighborhoods. The Strategic Communications and Marketing Manager works closely with the Executive Director, other staff, and consultants, to plan and execute strategies and ensure the achievement of short- and long-term marketing and communications goals. A critical component of this position is to maintain strong relationships with the CBD's internal and external teams and stakeholders through consistent communications and marketing campaigns. This position is responsible for the implementation of marketing and communications programs and initiatives, the planning, developing, and executing of community events, and the organization and maintenance of all digital content and brand identity of the district.

This is a full-time regular non-exempt, on-site position and will work remotely on a temporary basis. While work hours are typically 9:00 a.m. to 5:00 p.m., Monday through Friday, some evening and weekend work may be required. This is an "at-will" position.

## DUTIES

### *Communications and Marketing*

- Manage all social media accounts, including Facebook, Twitter, LinkedIn, and Instagram. Maintain and grow audience and provide quarterly updates on account performance and engagement metrics.
- Oversee the distribution of weekly Board Newsletter and monthly District Newsletter including researching news and events via media outlets and organizational partners and curating original content all via MailChimp. Ensure the Open Rate for email newsletters remains above the national non-profit average: 24.98%.
- Set annual communications strategy ensuring alignment with the organization's Fiscal Year goals.
- Develop marketing campaigns to promote priority projects of the CBD, including but not limited to fundraising initiatives for parks, and Street Life Plan projects.
- Act as the organization's brand manager to ensure that all marketing materials and elements that come from The East Cut CBD's office are "on brand."

160 Spear Street  
Suite 230  
San Francisco  
CA 94105

415 536 5880  
[info@theeastcut.org](mailto:info@theeastcut.org)  
[theeastcut.org](http://theeastcut.org)

- Coordinate with other departments to iterate one-off and recurring communication efforts (around topics such as volunteerism, advocacy, fundraising, etc.) and integrate them into the larger strategy.
- Generate weekly digital content for posting on the organization's social media accounts.
- Compose and draft documents and correspondence for presentations, reports, marketing, and grants; perform substantial editing, proofreading, and fact-checking.
- Update and maintain portions of The East Cut CBD website via WordPress including drafting copy for articles.
- Manage relationships with organizational partners to further communications initiatives and help achieve the organization's community engagement goals.
- Be the first point of contact for all general inquiries of the CBD and distribute specific inquiries to individual staff accordingly.

### *Events Programming*

- Manage events, public space activations, and business promotions. In collaboration with CBD staff, plan and execute organization events to continually reinforce The East Cut CBD mission and objectives, including providing logistical support in securing artists, sponsors, and vendors, maintaining a budget, coordinating a volunteer program, procuring permits, creating event posters and signage, purchasing event materials, and preparing production schedule, site plan, and supplies and task list.
- Manage event marketing through social media channels and provide day-of-event content coverage.
- Draft and distribute event e-blasts and maintain event ticketing pages through Eventbrite.

### **EDUCATION & EXPERIENCE:**

Bachelor's degree or at least three years in communications, marketing, and events.

### **KNOWLEDGE, SKILLS, AND ABILITIES (REQUIRED):**

- At least 3-5 years of experience in marketing, communications, journalism, or a related field
- A bachelor's degree in marketing, communications, journalism, or a related degree preferred
- Must have experience working with web-based technology and social media tools (platforms include WordPress, Wix, Squarespace, Facebook, Instagram, Twitter, LinkedIn, etc.)
- Proficiency in Basic HTML and WordPress



THE EAST CUT COMMUNITY BENEFIT DISTRICT

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- Familiarity with Adobe Creative Suite: Photoshop, InDesign, & Illustrator. Advanced proficiency preferred with an understanding of graphic design principles
- Photography and video editing skills are a plus
- Event management experience is a must and demonstrated experience with securing sponsorships
- Experience working with outside vendors, managing project timelines, and working within project budgets
- Managing a brand for internal and external audiences
- Proficiency in writing press releases, blogs, and website content
- Media pitching and securing positive stories
- Strong computer skills, including proficiency in MS Office
- Excellent organizational skills and attention to detail.
- Diplomacy in managing relationships with diverse stakeholders
- Passion for the urban downtown experience and promoting businesses

## HELPFUL TO HAVE

An interest/background in civic nonprofits, public policy, property-based improvement districts, and/or real estate is a plus.

## CERTIFICATIONS & LICENSES:

None

## POSITION STARTING SALARY: \$80,000

The East Cut CBD offers a competitive salary commensurate with experience and skills, and a comprehensive benefits package that includes generous vacation, and 100% employer-paid medical, dental, and vision. The East Cut CBD is an equal opportunity employer and welcomes candidates of diverse backgrounds and life experiences.

## ABOUT THE CBD

The East Cut Community Benefit District was founded in 2015 as a private 501(c)(3) nonprofit community benefit district advancing the quality of life for residents, workers, and visitors in the District, by fostering a safer and more secure community, enhancing environmental quality and beauty, and reinforcing the viability of the area's economic base. Additional information can be found at [www.theeastcut.org](http://www.theeastcut.org)



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